

2645378239

8 year forecast  
and worksheetsC: 898 Year  
: 898YRFV

1/17/89

## VOLUME

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	1987	ACTUAL 1988	Prelim 1989 11/14/88	Adj 1989 1/5/89	Revised 1989 1/5/89	1990	1991	1992	1993	1994	1995	1996
Total Marlboro Menthol	1,279	3,475	3,989	0	3,989	5,169	5,431	5,624	5,754	5,780	5,754	5,724
Total Marlboro	134,573	138,823	137,600	200	137,800	138,943	139,193	139,292	139,001	138,413	137,557	136,530
Total B&H 100's	24,069	21,902	20,036	(100)	19,936	19,064	18,296	17,715	17,204	16,724	16,287	15,843
Total Merit	22,173	21,383	20,635	(90)	20,545	19,841	19,179	18,641	18,139	17,651	17,229	16,780
Total Virginia Slims	17,508	16,850	16,706	(120)	16,586	16,287	15,985	15,747	15,441	15,147	14,810	14,447
Total Parliament	5,097	4,824	4,620	0	4,620	4,388	4,161	3,962	3,778	3,597	3,434	3,275
Total Saratoga	1,409	1,250	1,124	0	1,124	982	868	823	748	694	634	618
Total Players Black	636	470	321	0	321	317	310	301	292	285	276	269
Other Established	1,045	817	481	0	481	358	315	281	263	237	220	211
Total FP Existing Brands	206,510	206,319	201,523	(110)	201,413	200,180	198,307	196,762	194,866	192,748	190,447	187,973
Total Cambridge	6,400	9,769	12,094	0	12,094	13,843	15,178	16,231	16,917	17,525	18,030	18,495
Total Players 25's	1,718	1,336	994	0	994	856	757	668	619	602	584	561
Famous Value	932	1,417	2,249	0	2,249	2,723	3,000	3,207	3,355	3,501	3,626	3,745
Alpine (PV)		457	2,750	110	2,860	3,386	3,652	3,797	3,931	4,053	4,167	4,270
Total PV Existing Brands	9,050	12,979	18,087	110	18,197	20,808	22,587	23,903	24,822	25,681	26,407	27,071
Total Existing Business	215,560	219,298	219,610	0	219,610	220,988	220,894	220,665	219,688	218,429	216,854	215,044
New Generic	0	0	0	0	0	911	2,498	4,359	5,966	7,650	9,474	11,360
New Full Priced	0	0	1,190	0	1,190	2,621	4,998	6,846	9,306	11,631	13,782	15,786
Total New Products	0	0	1,190	0	1,190	3,532	7,496	11,205	15,272	19,281	23,256	27,146
Total Price Value	9,050	12,979	18,087	110	18,197	21,719	25,085	28,262	30,788	33,331	35,881	38,431
Total Standard Price	206,510	206,319	202,713	(110)	202,603	202,801	203,305	203,608	204,172	204,379	204,229	203,759
Total PM-USA	215,559	219,298	220,800	0	220,800	224,520	228,390	231,870	234,960	237,710	240,110	242,190
Total Industry	570,034	557,803	537,200		537,200	522,150	507,540	493,330	479,510	466,090	453,040	440,350